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## Spain

**Post:** Madrid

### Alaska Wild Salmon Promotion in Spain

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

To follow-up on record salmon exports to Spain in 2009, the U.S. Ambassador to Spain hosted a dinner sponsored by the Alaskan Seafood Marketing Institute (ASMI) in coordination with FAS Madrid. This event, in conjunction with ongoing ASMI promotion events that target the growing Japanese and fusion cuisine restaurant segments – and the growing popularity of sushi – has resulted in better product differentiation from farm-raised salmon, and a growing number of retail and restaurant outlets carrying Alaskan wild salmon.

**General Information:**

Currently, exports of U.S. seafood to Spain average between \$100-125 million annually. In calendar year 2009, the United States exported a record \$8.4 million in whole or eviscerated salmon to Spain. In 2010, whole and eviscerated salmon exports reached \$7.9 million in the 11 months ending in November.

To support impressive levels of salmon exports to Spain, the U.S. Ambassador to Spain recently hosted a dinner sponsored by the Alaskan Seafood Marketing Institute (ASMI) in coordination with FAS Madrid. The dinner targeted potential end-users of high value wild Alaskan seafood as well as journalists in the gastronomic press. In attendance were some of Madrid's top chefs, hotel and restaurant managers, and representatives from two of Spain's top wineries. The menu included salmon roe, sockeye salmon and black cod, in addition to a host of creative seafood appetizers – "*tapas*" in Spain – that also featured Alaskan King Crab. The dinner was prepared by Alberto Chicote, a renowned guest chef in Madrid, whose restaurants currently feature Alaskan seafood. Guests learned of the sustainability of wild Alaskan seafood, its quality for value advantage over farm-raised alternatives, and experienced the creative potential of its preparation.

Alaskan seafood exports currently enjoy a niche among Japanese and fusion restaurants which continue to expand in Spain's largest cities despite the economic crisis. This event, in conjunction with ongoing ASMI promotion events that also target the growing sushi retail/take-out industry, has resulted in better product differentiation from farm-raised salmon, and a growing number of retail and restaurant outlets carrying Alaskan wild salmon. The dinner also featured California wine, produced by a Spanish-owned vineyard in the Russian River Valley of California.